



USDA Weekly Retail Turkey Feature Activity

Fri. Mar 10, 2006

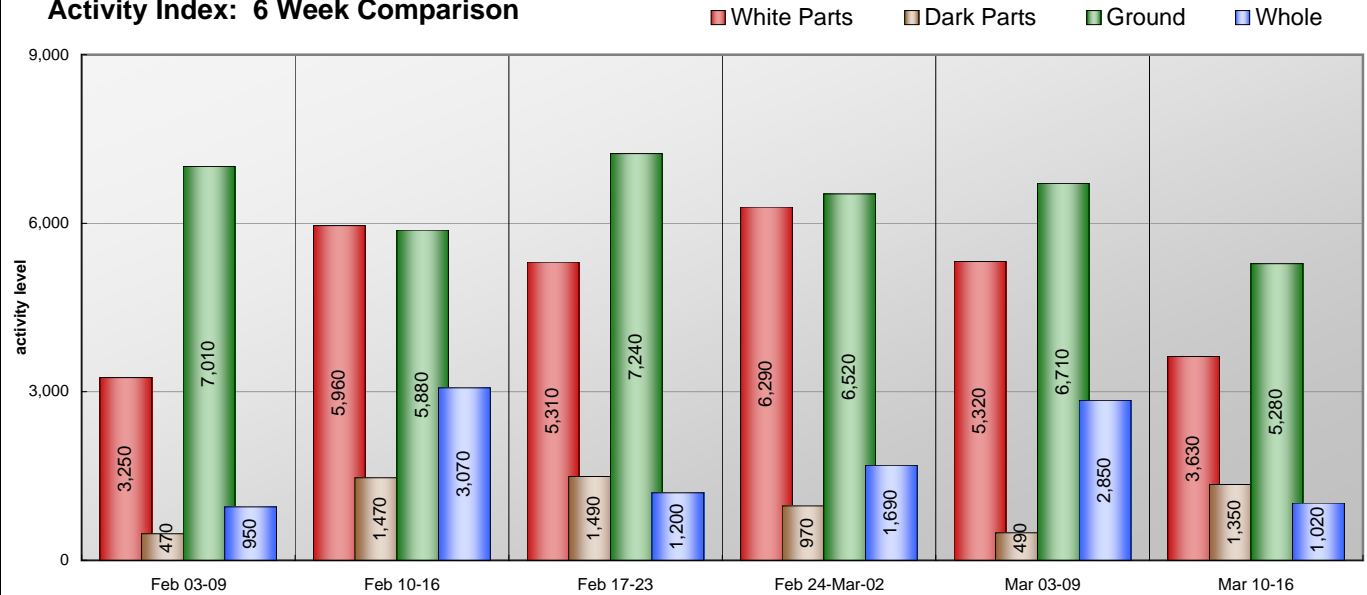
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 03/10 thru 03/16.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	44.2% of 17,000 outlets		54.2% of 17,000 outlets	
Special Rate 4/	11.4%		11.8%	
Activity Index 2/	11,280		15,370	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens			50	0.97
" - Toms				
Frozen - Hens	550	1.04	1,480	0.98
" - Toms	470	0.98	1,320	0.98
PARTS:				
Breast:				
Bone-in, whole				
Fresh	950	1.74	590	2.13
Frozen	310	1.27	1,770	1.18
Hotel Style				
Fresh	50	1.49	320	1.13
Frozen				
Split, bone-in				
Fresh	10	2.28	490	1.99
Rotisserie	1,240	6.47	870	5.63
Boneless, whole				
			120	3.77
Cutlets				
	810	3.99	720	3.85
Strips				
Tenders				
	260	3.96	440	3.55
Drumsticks				
	600	1.05	220	0.99
Thighs				
	20	1.59		
Wings				
	520	0.97	220	0.99
Necks				
Smoked Drumsticks				
	80	1.29	40	1.56
Smoked Wings				
	130	1.57	10	2.29
Smoked Necks				
GROUND TURKEY:				
	5,280	2.83	6,710	2.48
Patties				
	520	2.53	700	2.72
Sausage				
	1,300	2.70	1,200	2.42
85% lean				
	490	1.70	310	1.40
93% lean				
	1,890	2.68	2,880	1.98
Breast				
	1,080	3.90	1,620	3.53

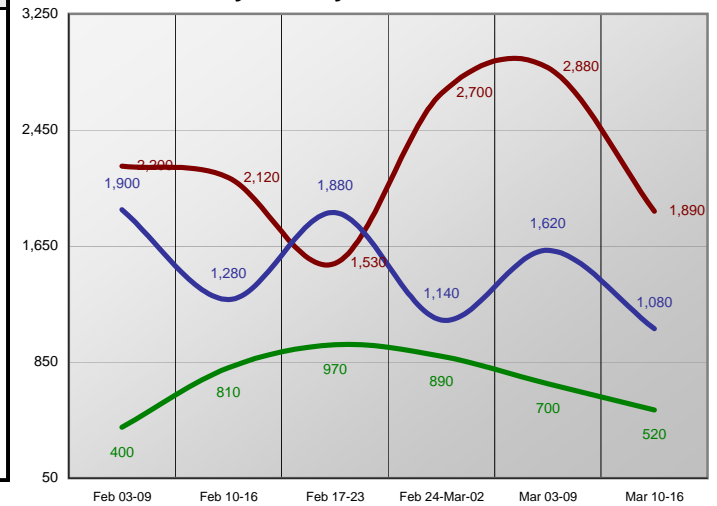
Activity Index: 6 Week Comparison



Turkey Featuring - 03/10 thru 03/16

Promotional activity for turkey products at the retail counter is down from last week but more evenly distributed between categories. A few frozen whole bird ads carried into this week's cycle at mostly steady to firm average feature price levels. Breast cuts, while less actively featured, are being featured at higher average prices. Dark cut feature are more prevalent this week at mixed price levels. Ground turkey features tapered of slightly from past weeks but remain the most commonly featured turkey product, especially in the West this week. Average feature price levels recovered from last week's slight dip. Features for St. Patrick's Day dominate ad space this week, concentrating on more traditional meat products including beef briskets.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	48.5% of 7,900 sampled outlets 12.0% of stores w/ no-price promotions Activity Index = 6,920			33.6% of 5,200 sampled outlets 2.7% of stores w/ no-price promotions Activity Index = 2,490			49.6% of 3,900 sampled outlets 22.0% of stores w/ no-price promotions Activity Index = 1,870		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens									
" - Toms									
Frozen - Hens	0.99 - 1.29	320 1.09		0.99	210 0.99		0.79	20 0.79	
" - Toms	0.99	210 0.99		0.89 - 0.99	240 0.98		0.79	20 0.79	
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.00 - 2.49	940 1.74		1.98	10 1.98				
Frozen	0.99 - 1.69	270 1.21		1.29 - 1.79	30 1.71		1.49	10 1.49	
Hotel Style									
Fresh	1.49	50 1.49							
Frozen									
Split, bone-in									
Fresh				2.28	10 2.28				
Rotisserie	4.49 - 7.99	1,000 6.55		4.49	150 4.49		8.99	90 8.99	
Boneless, whole									
Cutlets	3.69 - 4.69	610 4.00		3.99	200 3.99				
Strips									
Tenders	3.69 - 3.99	50 3.88		3.49 - 3.99	210 3.97				
Drumsticks	0.99 - 1.29	550 1.05		0.99	50 0.99				
Thighs	1.59	20 1.59							
Wings	0.99	440 0.99		0.59 - 0.99	80 0.87				
Necks									
Smoked Drumsticks	1.29	80 1.29							
Smoked Wings	1.49 - 1.59	130 1.57							
Smoked Necks									
GROUND TURKEY:									
Patties	2.49 - 2.59	220 2.54		1.99 - 2.99	140 2.39		2.50 - 2.99	160 2.64	
Sausage	1.69 - 2.99	500 2.73		2.40 - 2.99	270 2.69		2.40 - 2.86	530 2.68	
85% lean	1.29 - 2.49	320 1.75		1.29 - 1.69	170 1.61				
93% lean	1.99 - 2.99	770 2.56		0.99 - 3.99	710 2.93		2.40 - 2.99	410 2.46	
Breast	3.19 - 3.99	440 3.77		3.99	10 3.99		3.99	630 3.99	

Note: See page 1 for explanatory notes.